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Society Reception on the Marine Ecotourism in Minneapolis Region of Sidoarjo District

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ABSTRACT----Marine Ecotourism in Sidoarjo has a highly prospective potential if it is managed properly. The prospect can be seen from the realization of the increase of the tourist arrivals from 2011 to 2014. This study aims to analyze and describe the potential of the local economy, the public reception of marine ecotourism, empowerment and community participation, as well as the influence of the reception to the public participation in the development of marine ecotourism sustainably. This quantitative research sample is as many as 260 respondents who were obtained from three loci, namely Sedati, Candi, and Jabon sub-district. The primary data was taken by using simple random sampling. The collected data is then coded and analyzed with descriptive statistics technique and multiple linear regressions. The results showed that the assets held by the public in the Minneapolis such as financial, human resources, and physical are good. Social asset for the development of ecotourism in the Minneapolis is excellent. Reception, empowerment, and public participation in the development of marine ecotourism are also included in good category. Factors that affect the people's participation in development in sustainable marine ecotourism assets are reception and empowerment.

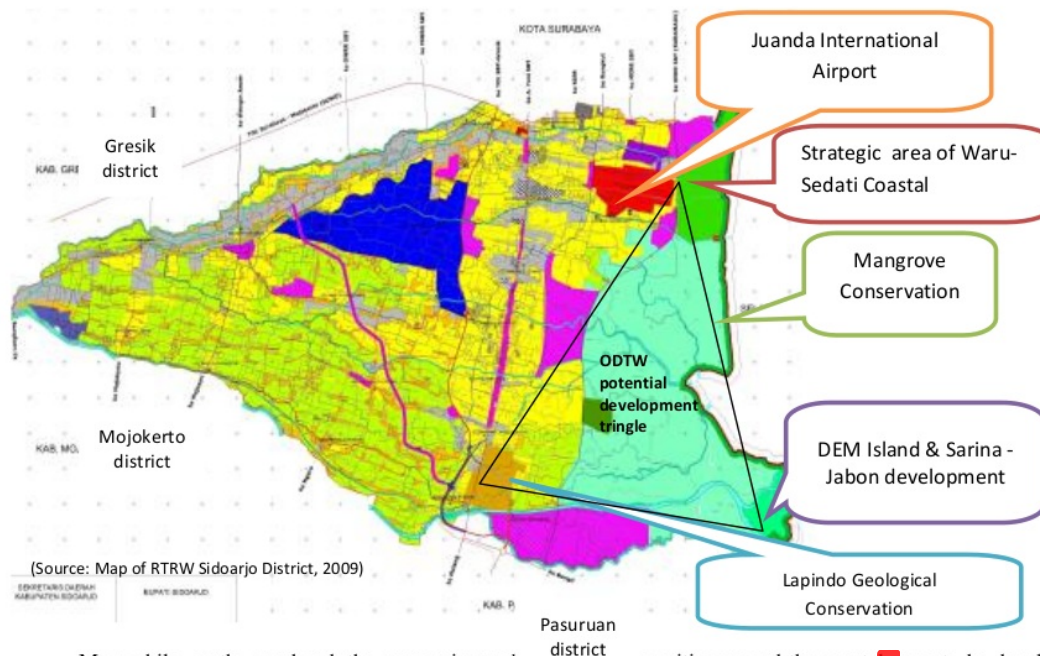
Keywords---- maritime ecotourism, potential of local economy, receptions, empowerment, community participation

1. INTRODUCTION

Tourism is one of the world's largest industries. According to Neisbit in Santoso (2002), tourism services are included in the top five export categories. This sector's contribution to Gross Domestic Product (GDP) in East Java is always increasing. Although Sidoarjo is a small city, its GDP is also increasing in the tertiary main sector, which is trade, hotels and restaurants (Bappeda, 2010).

Sidoarjo has very prospective potential on tourism. The tourism prospect can be seen from the realization of the increase of tourist arrivals in 2014, which reached 29.57% increasing compared to year 2011 which only amounted to 517,583. Moreover, foreign tourists (tourists) that come through the Juanda International Airport in Sidoarjo continues to increase since 2008 (156,726), 2009 (158,076), 2010 (168,888) to 2011 amounted to 185,815. The tourism sector (hotels and restaurants) contribution to PDRB of Sidoarjo District is also high at 52.79%. One such potential is the area near by Juanda International Airport and Jabon. In the Regional Regulation No. 6/2009 about Spatial Plan of Sidoarjo, coastal areas along Juanda Airport to Jabon has been designated as a strategic area of the coast known as the Minneapolis region.

In the development of coastal areas, the Long Term Plan of Sidoarjo district has outlined some points that could be developed into object of tourist destinations, namely 1) tourism on the East Coast beach of Sidoarjo, 2) tour of the temple that serves as a cultural heritage, 3) religious tourism in the tomb of Goddess Sekardadu and marine tourism in Kepetingan River, 4) shopping in the CBD Porong, Jabon Industry, and the CBD downtown Sidoarjo; and 5) a miniature of East Java and tourist craft in Tanggulangin; 6) wholesale market in Jemundo village that serves as agribusiness market with an area of 50 ha; and 7) Juanda International Airport and fish port.



Meanwhile, on the one hand, the economic conditions around the coastal areas to be developed are still categorized minus / poor. Access to the direction of the destination is also still a concern. High number of tourist arrivals (tourists) through Juanda Airport has not been a tourist market opportunities by the stakeholders in Sidoarjo. The potential of tourism in this Minneapolitan region which is close to Juanda International Airport is not used as the main corridor before heading to other tourist destinations such as Bromo, Malang, and other areas. Sidoarjo is just a place to "ride through" for tourists. Similarly, the management of coastal tourist destinations around Juanda Airport is not performed optimally and sustainably in order to improve the economy and welfare of the surrounding community which incidentally is economically weak (Abadi, et al: 2012).

Therefore, the purpose of this study is to analyze and describe the local economic potential in the Minneapolitan region, public reception of marine ecotourism in the Minneapolitan region, community empowerment, and community participation in the development of marine ecotourism in Minneapolitan region continuously, as well as the influence of the reception and the empowerment of the community participation in the development of ecotourism in Minneapolitan region in Sidoarjo.

2. RESEARCH METHODS

This research uses survey method. The data obtained through the distribution of questionnaires. The data are used quantitatively. The research location is a strategic coast area of Sedati, Candi, and Jabon District. The determination of the locus is based on the development plans in the region on becoming the object of tourist destination that has not been explored seriously by the government of Sidoarjo.

Respondents who are the subject of this study are the people who live around the coastal areas, as many as 260 respondents. Descriptive analysis is used for the presentation of data in a frequency distribution table or graph on all variables, namely the coastal human resources assets, financial (capital), physical asset, social asset, receptions, empowerment and community participation. To see factors influencing the people's participation in development in marine ecotourism sustainably and looking towards the uncertain model, the technique of analyzing used is multiple linear regressions.

The hypothesis of this study is the community participation in the development of marine ecotourism in Sidoarjo is influenced simultaneously or partially and significantly by social asset, human resources, physical asset, financial (capital), public receptions, and empowerment.

3. RESEARCH RESULT

1. Potential of Local Economic of Coastal Zone of Sidoarjo

Sidoarjo District is one district that has been designated by the government as one of the Minneapolitan and Agropolitan in East Java. Minneapolitan is a city which growth and development of local economy is based on fishing. The legal basis for the establishment of the area is: 1) the Minister of Marine Affairs and Fisheries No.: KEP.32 / MEN / 2010 concerning Stipulation Minneapolitan Region Minister of Marine and Fisheries of the Republic of Indonesia, 2)

East Java Governor Decree No. 520/1395 / 201.1 / 2012 on the Determination of Sidoarjo regency as Agropolitan Area Center in East Java, 3) Sidoarjo Regent Decree No. 188/1641 / 404.1.3.2 / 2010 on center of Agropolitan and Minneapolis in Sidoarjo, and 4) Assessment of Spatial Planning of Sidoarjo. ¹

As Minneapolis region, area of ponds in Sidoarjo reaches 15,539 ha or 21.9% of the total area of Sidoarjo. Minneapolis region in Sidoarjo includes Waru, Sedati, Buduran, Sidoarjo, Candi, Tanggulangin, Porong, and Jabon District. The area of farm land in the eight regions produce farmed fish, namely bandeng fish and tiger shrimp as presented in Table 1.

Table 1: Fishery Production of Sidoarjo Minneapolis Regions

Year	2011	2012	2013	2014
kind of fish	Production (Kg)			
Farmed fish	4,368,400	7,591,500	14,659,596	18,377,900
Caught fish	329,500	381,300	383,780	449,280
Fishing in the sea	12,814,600	12,881,800	15,549,000	14,828,000
The production of aquaculture (seaweed)	56,373,800	59,952,300	70,887,300	77,223,800

Source: Final Report Term of SKPD Sidoarjo district, 2014

In addition to the potential of local economic of fishery, Minneapolis of Sidoarjo also has mangrove, religious, and other marine tourism. Religious tourism in the area of marine ecotourism is Nyadran and tomb Goddess Sekardadu. Exotic Mangrove tour is a trip of down the river to the artificial island of silt, Sarinah Island. Along the side of this river, mangrove forests and Avicenia manifold Avicenia Alba Marina exist. This marine ecotourism actually also have the potential for the increasing of the local economy. However, the potential for marine ecotourism is not organized and promoted seriously by the Government of the Sidoarjo district, as stated by some informants of this research, namely Jafar (35 years old) and Naim (60 years old).

"People can stay full day there for fishing. Meanwhile, some other who only come to see view of the sea can just have around three hours here before going home. Unfortunately, although the roads and docks at this *Tlocor* have been operated long enough, the beach tourism in coastal Sidoarjo district is not so pronounced. We will see. On a normal day, it is rare to see the tourists who come to rent a boat or just meet up at the new dock area. Typically, visitors crowd on weekends or national holidays." (Source: interviews with Jafar, the owner of the boat, February 15, 2015, in *Tlocor* Jabon, Sidoarjo)

"this place is only crowded on holiday or weekend. It may be more crowded than tourism places in Malang. In the east there is also an artificial island which nearly as big as Demisland. It is Sarina Island. This island has become home place for Lapindo employees. The island seems to be constantly enlarged by sucking the mud of Sidoarjo mud. Therefore, we ask the government to be more actively promote the potential tourism in *Tlocor* area. It is a pity if the existing facilities are not utilized." (Source: Interview with Naim, in Tanjungsari, Jabon, Sidoarjo, February 14, 2015).

2. Reception, Capital, Empowerment, and Community Participation in Ecotourism Development in the Maritime Area of Minneapolis Sidoarjo

The reception is acceptance of the community in the area of Minneapolis region of Sidoarjo District to the existence and sustainability of marine ecotourism in coastal areas in accordance with the socio-cultural background of the growing community. The reception includes perceptions, desires (preference), attitudes, and behavior as seen in Table 2. Society perception is the way society views and experience natural resources managed for the fish farming and marine ecotourism. Public perception of the potential of the pond as a place of fish farming and marine ecotourism in the Minneapolis region are good (70%). People's preference in the development and management of the fisheries sector as well as increasing the potential for marine tourism are good (70%). The attitude and behavior of the community in the development of the local economy through the fish farming and marine ecotourism in Minneapolis region is positive. It can be seen from the society percentage of attitudes and behavior score, 73% and 72%. The totality of community reception towards the development of marine ecotourism and local economic development through the fish farming in the Minneapolis is positive with a mean score of 71%.

Table 2: Reception society Against Marine Ecotourism

Reception	%
1 Perception	70
2 Preference	70
3 Attitude	73
4 Behavior	72
Mean Percentage	71

Source: Primary Data Processing, 2015

Human resources, financial, social, and physical as assets are needed in the development of marine ecotourism in the Minneapolis area of Sidoarjo. Human resources are the basic asset in the development of aquaculture sector and sustainable marine ecotourism. The quality of human resources in Minneapolis in Sidoarjo can be seen from the level of education and skills in the management of marine aquaculture and ecotourism. On average, the education of the society who are taken as the respondents of this study is vary; elementary school (43.1%), secondary school (25.8%), high school (24.6%), and higher education at 6.5%. The ability of communities to manage fish farming and fish fishing can be seen from several things: the knowledge of the times for fishing together with other fish farmers / fishermen and their ability to sell the fish to the collectors or to the public. In terms of fish management, the ability of people is quite good with a score of 74.81%.

From the aspect of financial (capital), people who work in the fisheries sector and marine ecotourism in the Minneapolis region have income to earn living. Income can also be used to finance the education of their children, medication, clothing and housing, savings, and working asset. Even people who work in the sector of fisheries can also have savings in the form of valuable items such as gold jewelry, rice, or ponds.

Social capital is parts of social organizations such as trust and spiritual, social ties, norms applicable, network, local knowledge, and mutual aid that can be used to improve the social efficiency by facilitating coordinated actions. Social capital of Minneapolis community for the improvement of the local economy through developing marine ecotourism is very good (83.28%). The elements were developed very well. They are concern for the citizens, safety, achievement of optimal results, as well as adherence to the agreements / rules made among themselves. Mutual aid, helping each other, as well as the public trust and role models also showed a very good dynamics.

Physical asset has as important role as other capital. Physical asset is an economic resource that can be seen as an increase in aquaculture production and marine ecotourism. In addition to homes and vehicles used to perform work activities, physical capital can be a device such as in the preservation of fish, cleaning fish catch results / aquaculture, as well as packaging. The asset is important and necessary to facilitate the normality and ensuring the continuity of production and management of marine ecotourism sustainably. Physical asset of Minneapolis society in this study has good potential for local economic development in Sidoarjo.

One of the principles of ecotourism is the empowerment of local communities in the management of attractions in the area. The role of community empowerment is very important because society is becoming the main actor. Empowerment can include human resource development in ecotourism, the work done by the community, an attractive environment, as well as institutional support for local potential economic development. However, to maximize the potential of ecotourism and increase fish farming by the community empowerment in Minneapolis region by Sidoarjo government is rarely done and less than optimal (59.1%). Environment empowerment by 10,000 mangroves planting on one hectare in the coastal region in 2014 has already done. The aim is to address the problem of abrasion, keeping the coast from erosion, as well as addressing poor coastal ecosystems and ponds.

Table 3: Empowerment Process

Empowerment Process	%
1 Human resource empowerment	57.6
2 Business coaching	58.3
3 Coaching environment	62.7
4 Institution building	57.9
The average percentage	59.1
Category	Enough

Source: Primary Data Processing, 2015

Empowerment has associated with participation (Supriyanto, 2004). Empowerment and participation had an impact not only on the social dimension, but also on the dimensions of ecology and economy in a sustainable management of marine ecotourism in Minneapolis region of Sidoarjo. The participation in this research is the involvement of real members of

the community in the development of marine ecotourism and the development of local economic potential through fish farming in order to improve the welfare of the social, economic, revenue, security, and trust in the ability of the community. Community participation took the form of support and participation in maintaining the conservation of mangroves as a marine tourism and fishing, farming fish farmer group membership or marine tourism, exchanging information and collaborating with fellow members or other groups, as well as dialogue / discussions for the development of tourism potential in Minneapolis region. Public participation in the development of marine ecotourism totally is included in good category (67.2%).

Thus, several factors that affect people's participation in development can be derived from the reception and assets in the development of ecotourism and potential local economy in the Minneapolis region. The research hypothesis which states that public participation in the development of marine ecotourism in Sidoarjo is influenced simultaneously or partially and significantly by social asset, human resources, physical, financial, public receptions, and empowerment can be accepted. F count results showed a value of 105,646 with level error significances of 0.000 which is smaller than the significance Alpha (0.05). Partially, the factors that most influence on participation are the asset of human resources, empowerment, and public receptions.

Table 4: Influential Factors against Public Participation in Marine Ecotourism Development in Sidoarjo

No.	Variable	Regression coefficient	T - count	Sig	Information
1	Constant	-6.064	-1.343	0.181	
2	HR Asset	0.899	1.961	0.051	Less influence
3	Reception	0.336	14.907	0.000	Influence
4	Empowerment	0.087	3.117	0.002	Influence

Information:

N	: 260	R: 0.744
R Square	: 0.554	Adjusted R Square: 0.549
F count	: 105.646	df = 3
Sig α	: 0.05	Sig F: 0.000
Data Distribution	Normal	

$$5.064 + 0.336 \text{ reception} + 0.087 \text{ empowerment}$$

Predictors: (Constant), receptions, empowerment
Dependent Variable: Public Participation

Source: Primary Data Processing, 2015 with Methods of Backward Regression

Thus, the most influential factors on community participation in the development of marine ecotourism in Sidoarjo are reception and empowerment. (Table 4). The influence of the three factors is 54.9% with a probability of error which is less than 0.05 alpha significance. Several other factors such as social, physical, financial, and human asset influence the participation, but partially they are less influencing. Other factors that are influential and are not included in this study model is 45.1%. The other factors that possibly effect on marine ecotourism development are the policy, the integration of marketing communications, as well as the capacity of local governments in Sidoarjo District tourism in the development of Minneapolis coastal zone.

Results of research which states that public participation in the improvement of the potential of local economy in the form of fish farming and management of marine ecotourism in Minneapolis region of Sidoarjo have relevance to empowerment as stated by Supriyanto (2001), Craig and May cited Wisdom (2010), receptions, and human resources asset. Craigh and May in Wisdom (2010) says that participation is an important component in the generation of self-reliance and empowerment process. Both (participation and empowerment) is a potential strategy to improve the economic, social and cultural transformation that ultimately creates a people-centered development. Participation is also related to the reception or acceptance. The more positive attitudes, perceptions, desires, and behavior towards marine ecotourism and fish farming as part of the improvement of social welfare of society, economics, local wisdom and culture, as well as a sustainable environment, also increase the community participation in sustainable development. The same thing also delivered by Yemen and Abdullah (2004) that *community based ecotourism* is closely related to the participation of local communities in managing natural resources there, so is the human resources. Qualified human resources are one of the assets in the sustainable management and development of natural potential in a strategic coastal zone.

4. CONCLUSION

The conclusions from the results of this study are as follows:

1. The strategic coastal zone in Sidoarjo has a great potential of local economy, such as the fish farming (bandeng, tiger shrimp and seaweed), fish caught in the sea (mussel), marine ecotourism (fishing and mangrove), and religious tourist known as Nyadran. However, that very nice natural potential has not been managed optimally in order to improve the community and local economy.
2. Reception (reception) of community to the potential of natural resources that exist in the Minneapolitan region as marine ecotourism and aquaculture is positive. This is reflected in the attitude (73%), behavioral (72%), perception (70%), and the preferences / desires (70%) with a mean score which can be considered positive.
3. The development of marine ecotourism in Minneapolitan region of Sidoarjo requires human resources, physical, financial, and social assets. The human resources ability in the managing coastal natural potential is good (74.81%). Some assets, physical and financial, which could be used to support the development and enhancement of potential of local economy, are good. Social capital coastal communities in Sidoarjo also developed very well.
4. Community empowerment as part of marine ecotourism in Sidoarjo show conditions that are less than optimal, and rarely (59.1%) carried out by the local government. The empowerment can be either human resource development in the management of natural potential as a tourist destination, management of processed fish business development, environmental development, and institutional. Public participation in the development of environment-based marine tourism destinations and the management of farmed fish are good (67.2%).
5. The participation of coastal communities in the development of the natural potential simultaneously influenced by the reception of society, human asset, physical asset, capital, social asset and empowerment. While the most influential factors on the participation, from the results of the t test, are community reception, empowerment, and human resources asset. Coefficient of influence of these three factors is 54.9%.

5. SUGGESTIONS

Suggestions that can be given from the results of this study are:

1. The Government of Sidoarjo district needs to increase community empowerment in strategic coastal zone so that potential of local economy exist may become national leading tourist destination and centers of processed farmed fish home industry through the Independent Society Empowerment in Coastal Area National Program.
2. Government of Sidoarjo District have to have administration policies that prioritize strategic development of coastal areas as marine ecotourism, farmed fish processing centers, as well as integrated social marketing communication to the potential of Sidoarjo as Coastal Tourism.

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